

Volume XII.
Number I.

JANUARY 1904

Entered Recs
\$1.00 a Year
10c. a Copy



L 20

THE SMOKER'S MAGAZINE

Let Us Smoke
IN
This World And
NOT
In The Next

Published By
THE SMOKER'S MAGAZINE CO.

New York.

COPYRIGHT 1904, BY THE SMOKER'S MAGAZINE CO. ALL RIGHTS RESERVED.
ENTERED AT THE NEW YORK POST OFFICE AS SECOND CLASS MAIL MATTER.

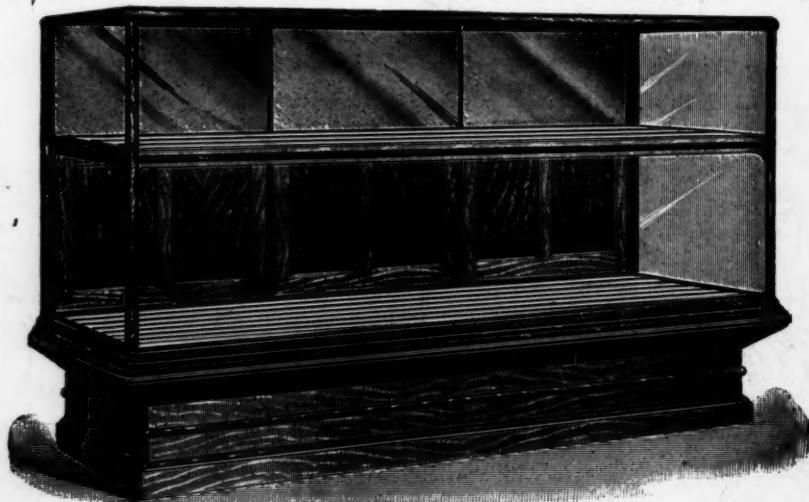
SOME GOOD STORIES

T.S. 2220
.56

JOHN HOFMAN CO.,

MANUFACTURERS HIGH GRADE

SHOW CASES,



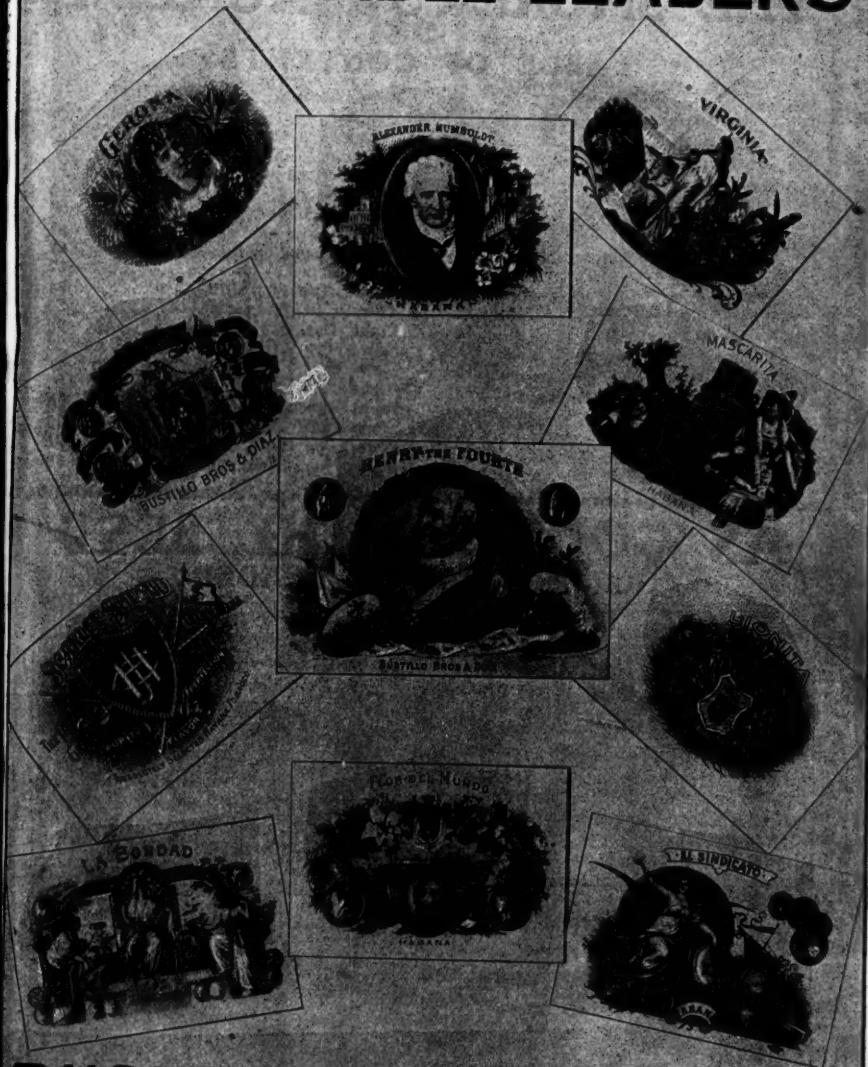
No. 62.—COMBINATION CIGAR AND MOISTENING CASE.

Store Fixtures and Interior Woodwork
FROM ORIGINAL DESIGNS.

We want you to send for Illustrated Catalogue and
mention The Smoker's Magazine.

Office and Factory:
30 & 32 SOUTH WATER ST., ROCHESTER, N. Y., U.S.A.

"INDISPUTABLE LEADERS"



BUSTILLO BROS. & DIAZ

Manufacturers of Clear Havana Cigars.

TAMPA, FLA., HAVANA, CUBA.

Office, 58 Warren St., New York

Please mention THE SMOKER'S MAGAZINE to advertisers.

VOLUME XII. NEW YORK, JANUARY, 1904 NUMBER 1.

THE SMOKER'S MAGAZINE**TABLE OF CONTENTS**

Making A Clay Pipe (Illus.).....	7	Editorial Department:
The Trouble With Dan.....	9	New Year—Time Flies—Do
The Battle Of Languages.....	10	Your Best—Inventory—Small
Expert Testimony	10	Things — Labels — Abolish Im-
Tartar Wall, Peking (Illus.).....	12	port Stamp—New Cover—Im-
Manchurian Railway (Illus.).....	12	provements 18-19
The Advertising Of Smokes (Illus.)	13	Puffs of Smoke..... 20
The Show Windoy "Puller In".....	13	Record Of The Year..... 21
Trimming The Window	13	In The Smoke Houses..... 22
Two Window Announcements (Illus.)	13	The World Of Tobacco..... 23
Display Best Goods	14	Cuban Treaty Bill..... 24
To Secure Original Ideas.....	14	The Prize Winners..... 24
Cure For Frosted Windows.....	15	Cigar Dealers' Association..... 26
Cold Weather Signs (Illus.).....	15	New York Cigar Output..... 28
Fitting A Cigar (Illus.).....	15	New York Association Prosper-
Hotel Notes of Interest.....	16	ous 28
New York Amusements.....	17	Fight Against Cigarettes..... 30
		More Snuff Used..... 30
		Where To Stop..... 31
		Fallacy Of Tobacco Heart..... 32

AS GOOD AS THE BEST
OUR ALL HAVANA LEADER

E. KLEINER & COMPANY,
MANUFACTURERS, Nos. 320-322 East 63d Street, New York.

Please mention THE SMOKER'S MAGAZINE to advertisers.

To the Wise

YOUR ADVERTISEMENT
IN THE SMOKER'S MAG-
AZINE WILL BRING YOU
BEFORE THOUSANDS OF
SMOKERS AT SMALL
COST—IT WILL PAY YOU

Advertise



89
Stone
4

PLEASE DETACH, FILL OUT AND SEND IN.

Date, _____

The Smoker's Magazine Co.,

41 Park Row, New York, U. S. A.

*Please enter the undersigned as a subscriber to THE SMOKER'S
MAGAZINE, to start with _____ issue, and enclosed find
One Dollar for one year.*

Name, _____

Address, _____

*A Source
of
Energy*

HORSFORD'S ACID PHOSPHATE

If you feel weak, all tired out, sleep does not refresh or the appetite and digestion are poor, you will find it invaluable.

It cures the causes of Headache, Wakefulness, Dyspepsia and reduced state of the nervous system. It is the most Nourishing, Strengthening and Invigorating Tonic Known.

If your druggist can't supply you we will send small bottle, prepaid, upon receipt of 25 cents. RUMFORD CHEMICAL WORKS, Providence, R.I.

MENNEN'S

**BORATED
TALCUM**

TOILET POWDER

DELIGHTFUL AFTER BATHING, A LUXURY AFTERSHAVING
Beautifies and Preserves the Complexion.
A positive relief for PECULIAR HEAT, CHAFING and BURNING, and all afflictions of the skin. For sores, blisters and purifying feet it has no equal. Removes all odor of perspiration. Get MENNEN'S (the original), a little higher in price, perhaps, than worthless substitutes, but there is a reason for it. Sold everywhere, or mailed for 25 cents. AVOID NAMELESS SUBSTITUTES.
GERHARD MENNEN CO., Newark, N.J.

Something
Now Mennen's Violet Talcum Something
Exquisite

THE JUSTLY FAMOUS POCKET PACKAGE

A FEW LEAVES OF
TOBACCO AND TEN
CLEAN FINGERS
MAKE THE
SANATEL STOGIE

SANATEL
POCKET PACKAGE
SANATEL
A few leaves of tobacco and ten clean fingers make the Sanatel Stogie.
CIGARETTES, FREE FROM ALL IMPORTS.
EXTRA QUALITY.
MANUFACTURED IN SANATEL,
WHEELING, W. VA.
U.S.A.

**BETTER
THAN
EVER**

SANATEL TOBACCO CO. WHEELING, W.VA.
ALEX. BOLTON, Propy.

Please mention THE SMOKER'S MAGAZINE to advertisers.

LIBRARY of CONGRESS

Two Copies Received

FEB 3 1904

Copyright Entry
JANUARY 25, 1904
CLASS 4 LOG. NO.
COPY 5

THE SMOKER'S MAGAZINE



A Magazine of Business,
Recreation and Smoke



Volume XII.

NEW YORK, JANUARY, 1904.

Number 1.



Making A Clay Pipe.

EVERY smoker at some period of his life has smoked a clay pipe, and doubtless, liked it—yet few of them know how or where the common clay pipe of commerce is made. There are five large plants in the United States that turn out millions of them every year. Let us take

they are transported from the banks to the factories, one would hardly believe that the snowy, cheap little article could have been manufactured from material so different in color. The color of this clay, before it is burned, is dark gray, like cement. Nor is the process of manufacturing



HARRISON, CLEVELAND AND M'KINLEY CLAY PIPES.

an interesting trip through one of the factories, say at Woodbridge, N. J., a queer little town given over to this odd manufacture, to follow the pipe from the time it is dug as clay to the finished product as it appears when ready for the market.

Looking at the lumps of clay as

one of these pipes as simple as might be imagined from the absurdly low price.

As the clay comes into the factory it is broken and pulverized and put to soak in water for 10 to 12 hours, so that in the ensuing process it will work smoothly and evenly. The clay

is then put into a mill, where it is stirred by machinery until finally it becomes as stiff as dough. In this state the clay is roughly molded into lumps and distributed among the pipe makers, who begin the first step in the making of a clay pipe. The man we are watching grasps a small chunk of clay in each hand, and begins rolling the clay between the bench and his palms; he quickly produces two carrot-shaped and pointed rolls that bear little or no resemblance to the article when finished. With incredible speed the fashioning of these rolls continues, for ahead of the expert is the problem of turning out something like 75 gross of pipes a week.

Then the rolls are put away to dry, and for 10 or 12 hours they dry out so, that, once shaped, they will not readily fall to pieces. After that the clay is ready for molding. The ordinary mold consists of two pieces of iron of the same size hinged together on the side and opening like a box. Most of the factories have numerous molds, from the common, unadorned sort that comes in two pieces and is intended for the ordinary plain pipe to all sorts of elaborate patterns that come in six or eight pieces, and are made of brass and intended to fashion pipes in imitation of wooden models that happen to be in vogue.

After the drying out process the pipe maker takes one of the shapeless roll, tilts the fat end upward—which at once gives the suggestion of a pipe—and thrusts a wire through the pointed end, out of which the stem is to be pressed. This roughly fashioned clay is then put into the mold, which is shut tight and locked, while at the same time a plunger enters the mold and presses out the clay so as to form the bowl. With a dull knife the clay pressed out at the joints or sides of the mold is shaved off with a single lightning stroke by the expert, and then once more there

must be a drying process, this time in a room heated to about 85 degrees, where, as before, the pipe is kept for about 12 hours. Except that the pipe is of its original gray color and still soft, and with the burrs on each side where the two parts of the mold come together, it is now practically finished. Then comes the process of shaving off the burrs. At this stage the pipe still retains considerable dampness, so that the clay may be cut smoothly, while at the same time a wire is again passed through the stem, so as to insure a clear opening and proper draught.

All is now ready for the pipe in its final state, except that it needs to be burned. For this purpose it is put into a cylindrical vessel about a foot high and as much in diameter. This is known as a "sagger." Set one against the other, the pipes are adjusted solidly in the saggers, which will hold something like a gross of pipes when properly packed. If the pipes consist of the more fancy designs—that is, merely pipe bowls that are to be provided with stems and mouthpieces of wood or rubber—the saggers will hold as many as two gross of pipes. Nine of these saggers filled with pipes are known as a stand, and a medium sized kiln will hold 21 stands and will burn them all at the same time. For five hours the heat in the kiln is kept at a moderate temperature. After that it is run up, until at the end of 12 or 14 hours it is almost a white heat, which gives the pipes their spotless white finish.

The smoking-room on the average ocean greyhound is in bad odor—not because of the smoking there, but owing to the fleecing of the guileless through poker and other games of chance. Why not call it "The Gambler's Paradise," and put a sign over the door reading: "He who enters here leaves all money behind."

THE TROUBLE WITH DAN.

[Copyright, 1908, by T. C. McClure.]

It was a wet night, very wet and chill, although the fine rain barely made the gutters run. A saturating night, deceptive to the eye and bringing woe to those unguarded souls who braved its seeming mildness scorning umbrella or mackintosh.

In the house of Finch Macomber all was hospitality and cheer. The volume of many cordial voices mingling with the strains of the city's choicest orchestra poured out into the gloom as the doors opened to admit well covered figures whose somber wrappings gave little hint of the rich apparel beneath.

She who a half hour ago was Justina Macomber, now to be known as Mrs. Almon Hartwell, stood, bright eyed and smiling, by her husband's side. Her hand ached from many fervent grasps; her round cheeks blushed from many kisses, welcome and otherwise. She longed for the moment when escape would be hers, and with Almon's arm about her they might hear the shutting of another carriage door and speed away upon life's happy journey.

The man at the door was still busy, although that lull had come between general arrival and departure. At first his broad, clean shaven face had borne a grin of polite welcome. Now it was grave and worried, and he glanced frequently over his shoulder to scan the throng crowding the rooms behind.

Many knew the old family indoor man and nodded at him familiarly, wondering at his perturbed look. Then his mistress came up.

"What's the trouble, Dan? Tired out?"

"No, mum."

"Anything go wrong?"

"No, mum; but there's a-many people here. Most of 'em I know. Some of 'em I don't. I'm frettin' lest you may have somethin' stole, mum."

Mrs. Macomber chuckled. "There isn't the slightest danger, Dan. What with an officer watching the presents and a detective keeping his eye on things, we needn't worry, I guess. Why don't you go now and get a bit to eat and a cup of coffee? You haven't

sat down since morn...g. I'll tell Mary to take your place."

"No, mum! Not till they're all gone, mum."

"You're foolish," said the lady and moved away.

"Maybe!" muttered the old man, leaning one thick shoulder against the wall. "The bobby's a weary boy he's told me. Three nights now and not sleepin' well. 'Dan,' he says to me this noon, 'I dread the evenin'. 'Tis hard for one pair of eyes to cover a mob. Two of us is one too few,' says he, 'but Mr. Macomber gives me the grand laugh, and I'll have to 'tend bar alone.' And it's so."

"The detective? A needle in a haystack! Oh, well, there'll prob'lly be nothin' happen. Ah, but to think of Miss Tina a-lavin' us. And to stop and kiss old Dan goodby when she starts for the church, all in her weddin' gown like the angel she is. A baby when I first come twenty year ago to work on the hossees. Liked me, she did, and 'twas 'Dan, Dan!' till I was like a nurse gal and in the house helpin'. And me, three months after a ring fight. 'Twas time I quit; too old, too old. Lucky I've been to get where I am and no one suspectin'. Still, 'twas an honest trade, and only now and then I'd meet a man. A waiter, a coachman, a trainer, a fighter, a hostler, a nurse gal—he—he—and now a nice respectable old butler man mindin' the door and everything else. Sure, 'tis a curious round, a bloomin' queer one. Father a Yankee, mother English, me born in Australia, brought up in Frisco, fit in Kansas City and now for twenty year a New Yorker, decent and layin' up coin. Dan, you're not a bad sort to do so well by your gray hairs."

These reflections, cut short by a burst of shouting mirth, a rush of feet, a shower of rice and a flying slipper, changed to swift attention. Dan closed the portal after the fleeing couple and watched the scattering to the dressing rooms, for the exodus was at hand.

The crowd began to thin with Dan's rapid dispositions. A heavy set man, with his overcoat collar high turned to his ears, pressed close upon the heels of the Drayton party. There was a sudden stoppage. Dan's watchful eye

narrowed sharply. The old servant's hand stole cautiously up the back of the overcoat beside him to touch the hair and lift it slightly with an unfeigned finger.

"Wig," he growled to himself, "and cropped! By"—

"Right along!" sounded his pleasant call, and with the movement his foot went out. The gentleman beside him stumbled and clicked his teeth with an exclamation.

"Beg pardon!" said the butler and caught him gently around the body, but with hands that ran searchingly and pressed on curious hard knobs.

"Go on, please," entreated Dan calmly, dropping his right arm and slipping to the left and forward. "Not hurt, sir. I hope?"

A mumbled "No," with a shake of the lowered head.

"Do move out!" cried the butler. "I want room. He's fainted."

No one had seen that heavy, paralyzing heart blow nor heard the gasp as the victim sank to his knees. Some looked back and shook their heads, unknowingly, to see good old Dan tenderly supporting the sufferer, while he called genially across the hall to the detective, talking to Mr. Macomber:

"Bracelets!"

After the last carriage had rolled away another was driven up, and the bracelets worn by the short haired, hard jawed man, so unceremoniously bundled in, were not Justina's.

ELLIOT WAIKER.

A Battle of Languages.

Three or four languages strove for mastery in ancient Gaul, which is now France. German was spoken by the 12,000 Frank invaders. Popular Latin was spoken by 6,000,000 Gallo-Romans. Literary Latin was the language of the church and of literature. Low Latin was afterward the language of the administration. German was the first to succumb. In four centuries it ceased to be understood by the soldiers, and in seventy years more it had become an object of ridicule. But it survives in more than 900 words, expressing the things of government, law and war, and thus forms no insignificant part of the French language.

EXPERT TESTIMONY.

[Original.]

Carl Krafft, expert in chirography, sat in his study in the city of Berlin examining by lamplight a package of papers. While thus engaged the door opened and a stranger entered.

Krafft had that afternoon testified in a murder case, in which he had shown conclusively that the prisoner had written threatening letters to the murdered man. The expert's reasons why these letters had been written by the same person as letters proved to have been written by the prisoner were so convincing that the jury would have convicted him without leaving their seats. But the case must be summed up by prosecuting attorney and counsel, and that would require another day.

"Herr Krafft," said the visitor, "I listened to your testimony today in the Keller case, and my confidence in your skill is so great that I have decided to employ you in a case I have in hand."

"Please be seated, sir."

"Here is a letter which came to light after an interval of twenty years. It was written in 1849. You will remember that the year previous occurred the revolution of 1848. During that troublous period a prominent member of the legislative body defied the revolutionists, throwing all his influence with the government. He stated to several intimate friends that he had been threatened with death by the revolutionists if he did not cease his opposition to their work. One day he was found dead, and everybody knew that he had been murdered. Nevertheless the murderer or murderers were never discovered. This letter, recently found among the papers of the murdered man that escaped notice at the time of the murder, was evidently written by the leader of a revolutionary society and threatened him with death if he did not accede to the society's demands."

The speaker threw the letter on the desk before the expert. It read:

Herr K.:

The revolutionary committee warns you that if you speak tomorrow to the citizens of Berlin upholding the tyrant and denouncing the motives of the revolutionists you will never address another assembly. By order of the committee.

HANS OBERBECK, President.

The expert bent low over the letter as he read it.

"Now, the receiver of this letter," the visitor continued, "addressed the meeting referred to and the following day was found dead with a bullet in his back. Hans Oberbeck is well remembered as a young enthusiast but twenty-two years of age. He disappeared as soon as the revolution was suppressed. I have letters bearing date of 1852, 1857 and 1860 which are similar in chirography to the one before you, though they bear a different signature. I have come to you for the purpose of getting your opinion as to the identity of the writer of these recent letters with the man who wrote the one of 1848."

The speaker threw three more letters on the desk, which Krafft opened and appeared to study intently for a time, then said: "The letters bearing the name of Oberbeck and these bearing the name of Herman cannot possibly have been written by the same person because I happen to remember that Oberbeck died of a fever in 1849. The reason I remember his death is that, he being a prominent revolutionist, it excited considerable comment at the time."

"And if he had not died of a fever he would have died by the rope."

"I remember that, too," said the expert in a scarcely audible voice.

"There is a chapter of this little story with which you are perhaps not familiar. A year ago the grave of Oberbeck was opened and found to contain a coffin filled with stones."

Krafft made no reply, but bent lower over the letters, as though deeply immersed in them. Rising with the letter of Oberbeck in his hand he held it near the lamp, as if to get better light. Indeed, so near that a corner of it caught fire. In a twinkling the flame was blown out by the visitor, who covered the expert at the same time with a revolver.

"Pardon me," said the latter. "Your carelessness came near costing a life."

"How so?"

"You are not only to study this case, but you are to go over your testimony given today with a view to seeing if you have not been mistaken."

"What is your interest in that case?"

"The prisoner is my brother and an innocent man. That I know, though I can't prove it."

"How did you get these letters?"

"I am the grandnephew of Herr Keller, who was murdered by the revolutionary committee, probably by Hans Oberbeck himself. The Oberbeck letter only came into my possession a year ago. I immediately examined Oberbeck's grave, then put the case in the hands of detectives in America, where so many revolutionists went after the fiasco of 1848. They got on the track of Oberbeck, who returned to the fatherland in 1860, under the name of Herman. In 1861 he returned to America and entered the Union army. In 1866 he came to Berlin and has since been living here under the name of—"

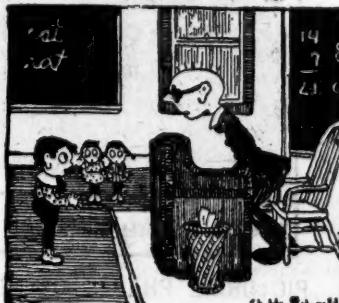
"Yes, yes; I see. I will go over my work in the Keller case and tomorrow will give revised testimony. A few days later I will sail for the United States. Is this satisfactory?"

"It is."

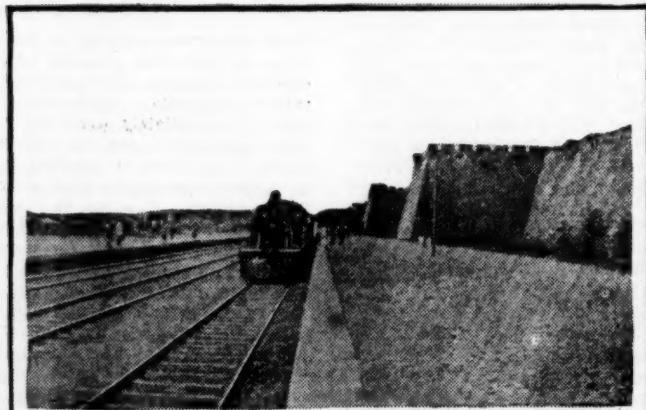
The next day Carl Krafft was recalled to the stand at his own request and pointed out errors in his testimony that he had discovered only the night before. As this was the main testimony against the prisoner, he was acquitted.

Three days later the expert sailed for America. KATE CARTER.

The Rude Boy.



What Willie really lacked was tact,
Or else he never would have said
That two times three was equal to
The hairs upon his teacher's head.
—New York American.



Russian Railroad along the
Tartar Wall, Peking.



Scene along Russia's Manchurian Railroad.

PICTORIAL PHASES OF RUSSIA'S CONQUEST OF CHINA.

As one of the pictures shows, the hated iron horse of the "foreign devil" now runs along the edge of the Tartar wall of Peking. It is part of Russia's Transmanchurian railroad. In the lower picture are Russian railway employees, a train and Chinese policemen.

The Advertising of Smokes.

WIOTHOUT a display window and the desirable advertising obtained through the display of goods therein, many a business would prove a sad failure. The show window is the store's best advertisement—figuratively it reaches out into the street and pulls customers into the store. It is a "puller in" that no merchant can afford to do without. It is self-evident that a handsome and attractive window will prove more beneficial and far-reaching than a slipshod array of shop worn goods.



A certain amount of time should be set aside and used to enhance the window display. Study out in advance what may be deemed right and proper, jot down the ideas and arrangement in a rough sketch, and the ideas noted thereon may then be carried out when the next display is arranged.



The card suggestion following is of a general character that may be used in almost any cigar display. It is designed simply to attract attention to the window.



The wording in center of card may be altered to fit the case—but the top and bottom lines should necessarily be brought out in a strong plain letter.



Don't allow the show window to get stale and become covered with dust and dirt—the merchant is supposed to be offering the choicest goods in his

line to whoever may glance in the window; if the display is scrupulously clean, irrespective of its being an artistic and well arranged window, it will create a favorable impression—dirt and dust will have a contrary effect and will repel prospective purchases rather than attract them.



Here is another original suggestion for a store or window sign which, when rightly reproduced, will have a salutary effect:



The display at top and bottom should be bold and easily read.



The window display should be changed at least once a week—better still, two or three times a week. Articles in the window should be carefully dusted whenever necessary, even before visible to the passer-by. A small light feather duster with a long bamboo handle, may be used for this purpose and the various articles dusted lightly without disarranging them. This should be the work of one of the clerks early every morning. It may not be quite so necessary when the rear of the display window is enclosed in glass. However, when the back of the window is open the dusting is almost absolutely necessary, as a certain amount of dust will accumulate every twenty-four hours.

As repeatedly urged in this department, a selection of the very best goods should be shown in the window—not too many of them, for the reason that over-crowding is even worse than having a "stingy display," through the use of an insufficient number of articles. An excellent argument for the use of as few goods in the display as is consistent, is the fact that articles when shown in the strong light and exposure of the window deteriorate in value, and when left too long become shop-worn and damaged, and must eventually be sacrificed at a loss, and the less goods there are the smaller the loss; and if the goods are changed frequently and not allowed to remain long, this depreciation in value will be reduced to a minimum.

¶

Many of the clerks have original ideas now and then and it is well for every business to adopt a measure to lead employes to make suggestions and turn in their ideas. A box might be provided for such communications and a prize offered each month or week for the best idea or suggestion for the house. Such a plan is sure to bear good fruit and the reward, if only a dollar, for a good idea or suggestion, will have the desirable effect of keeping all the employes constantly on the alert and constantly working in the best interests of the establishment.

¶

When an employe has turned in a good idea or suggestion and is entitled to the reward, a small card announcing the fact should be posted in the office and allowed to remain there during the week, and the sum paid on the pay-day following. This will act as a spur to every employe and will put plenty of ginger and snap into their work. This is an excellent plan and worthy of adoption by any progressive businessman. The idea of

the "suggestion box" is that many a man will write a communication when he might be too modest to speak of it; and if written it will doubtless be more complete and comprehensive.

¶

The show card in the window is of inestimable value—this fact should not be lost sight of for a moment. Good show cards are quite catchy and it is always necessary to catch the eye before the individual brain can be interested sufficiently to cause the head to dive down into the pocket for any specific amount. Show cards may be very grave or gay, but never frivolous or vulgar. They should always be as brief as possible and to the point.

¶

What a waste of time and money it is for any retailer to display an announcement of from one to two hundred words in his window and expect passing throngs will stop to read the story of his life. Such an announcement is unwise and foolish in the extreme; and it is usually the man that makes use of such "stuff" who says "advertising doesn't pay" and that "show cards are no good."

¶

Certain illustrations may be used on show cards to advantage, but only when the design is appropriate. Freak pictures and night mares in colors are more apt to lead people to question the sanity of the retailer who uses them than to attract trade. Comic illustrations are all right when appropriately executed—care should be exercised to avoid announcements of a personal nature. Mud slinging always dirties the hands.

¶

An annoying thing for window trimmers during the cold weather is the frosting or freezing of moisture on the glass, which however may be overcome in various ways. When the window is sealed in at the back, ventilators in the top or holes bored through

the bottom of the sash will allow fresh air of practically the same temperature as outdoors to pass into the window, in which case the glass will not frost. When the rear portion of the window is open this plan is almost valueless, then the following mixture will be found efficacious. Take 55 grams of glycerine dissolved in one liter of 62 per cent. alcohol with some oil of amber added to improve the odor. When the mixture clarifies rub it on the inner surface of the glass and it will prevent frosting.

Announcements referring to the cold weather may be permissible at this season of the year—the following is suggested:

COME IN
OUT OF
THE COLD

And smoke one of our good cigars at 5c. to \$1 each. They won't make you hot.

The wording under the display may be changed to suit the individual taste of the merchant. The heading could be appropriately used on almost any announcement.

Wise men are wrong more frequently than fools are right, but no wise merchant could possibly be wrong in doing his best to make his show window catchy and up-to-date; and the more time he devotes to trimming his window and making his store attractive, the greater wisdom he displays. Wisdom is always a most valuable adjunct and essential in the selection of the right goods; and the wisest of the wise is he who gives the best value for the money—while it is the

foolish fool who expects people to buy, smoke and like goods that might more appropriately be on sale in a hay and feed store.

Here is another general idea, along the same line, that will be found effective:

COLD
DAYS

Never touch smokers of our Blizzard 5c Cigar—try a few—they're

WARM
SMOKES.

This may not necessarily refer to a blizzard cigar—the name of the retailer's leading brand may be substituted if desired.

The card suggestion following may be used in referring to a cigar display and it is guaranteed to attract attention. The name of the cigar may be mentioned or not as thought best. Here is the idea:

Come in and
HAVE
A FIT.

We fit a good cigar to your face and pocket while you wait, and you are sure of . . .

A GOOD FIT
EVERY TIME.

Everything is done nowadays "while you wait,"—why not the fitting of a fine cigar to the face and pocket?

A clean, square business proposition—The Smoker's Magazine, \$1 a year, with 1,000 Stickers Free. Order today.

HOTEL NOTES OF INTEREST.

M'KINLEY Hotel is the name of the newest, most modern and handsomest house in Canton, Ohio, famous as the home city of our late President McKinley. The hotel has over 100 guest rooms with every known convenience and ideal furnishings. C. C. Horton is the able proprietor.

—After engaging a room by telegraph a traveler decided to stop at another hotel; he applied at the first hotel for his mail and was compelled by court order to pay one day's board.

—In Europe the table napkin is charged on the guest's check—usually two cents in our money—and Americans wax wroth at what they term the injustice of the system. Willy nilly the napkin is paid for at hotel and restaurant, and it decreases in size and splendor as one goes from the high priced hotel to the cheap restaurant, where it disappears entirely.

—When in a dining car travelers are said to eat more rapidly while the car is in motion; they also talk less and in more quiet and subdued tones when the train comes to a stop.

—Newell's Hotel, Pittsburg, Pa., is a busy place and usually many smokers are in evidence. A sign over the cashier's desk reads: "No Cigarette Smoking in this dining room."

—Visitors to the World's Fair, St. Louis, will doubtless find ample hotel accommodations and at reasonable rates. In addition to many hosteries, permanent and temporary, thousands of private homes are preparing to care for transients; and it is estimated that about 200,000 guests daily can be taken care of without crowding.

—The upstairs hotel which used to be a feature of New York life has almost disappeared and the few that remain no longer represent the best houses of that type. They used to

exist in large numbers in lower Broadway.

—Minnesota is progressing by leaps and bounds—it now produces five million frogs annually.

—In the near future hotels may supply each guest with a new pair of slippers made of leather paper. The slippers, manufactured in Germany, are not only serviceable and handsome, being made in a variety of colors, but are recommended from a hygienic standpoint.

—Baked mud as a food is said to be common not only in China, New Caledonia and New Guinea, but in the Malay Archipelago as well. In Java and Sumatra the clay used undergoes a preliminary preparation; it is mixed with water and reduced to a paste, all sand and foreign substances being removed. It is then baked in cakes or tablets in an iron sauce pan.

—The noted United States Hotel, Saratoga, N. Y., is to be conducted by the United States Hotel Co. This is the outcome of the partition suit, being a reorganization and change of ownership.

—He ordered a cup of coffee in the Senate cafe and then ate a full bowl of crackers which were on the table. As he passed out he remarked to the cashier:

"You ought to get another brand of oyster crackers. These are not very good."

"You certainly have eaten enough to know," replied the cashier.

—A newly organized company in Duluth, Minn., intends to "explore for iron and manufacture macaroni." It would be hard to imagine two occupations more widely different. The company seems to be in earnest, for it has already begun to build a macaroni plant.

—It is estimated that rats destroy food to the amount of \$60,000,000 annually.

—Coffee was first used in Africa,

but to Arabia is due its introduction to the world.

—Two chefs are to have a cooking contest. Each one is to serve a dinner of seven courses and the one producing the better meal is to receive \$1,000. The writer would prefer to attend this contest rather than a prize fight.

NEW YORK AMUSEMENTS.

IT is a noticeable fact that, during the investigation of the Fire Commissioner, none of the theatres controlled by F. F. Proctor have been mentioned by him as requiring any additional precautions. The "Proctor Plan" appeals particularly to matinee audiences of women and children, and this has made Mr. Proctor additionally cautious in providing for any emergency. Not alone are the ushers and the other members of the house staff given weekly drills in fighting fire and handling crowds, but the stages are kept in such perfect condition, and the lighting equipment is so carefully watched, that a catastrophe like that which occurred in Chicago would be absolutely impossible at any Proctor house. High-class entertainments may be seen at any of Mr. Proctor's houses, the 5th avenue, 58th street, and 125th street theatres producing favorite comedies and first-class vaudeville, while at the 23d street theatre sketches and vaudeville acts by head-line artists appear to crowded houses. Theatre goers may attend any of Proctor's theatres and see a good entertainment and feel safe.

—J. M. Barrie's "Little Mary" has found a congenial home at the Empire Theatre. Henry E. Dixie, Fritz Williams and other artists of note are in the cast.

—"Merely Mary Ann," with Eleanor Robson in the title part, is the popular play at the Garden Theatre.

—"The Virginian" is at the Manhattan Theatre—it is a pretty story and well acted.

—Augustus Thomas has made another bull's eye—"The Other Girl," at the Criterion, may out rival the "Earl of Pawtucket."

—Milly James is doing fine work along new lines in Clyde Fitch's "Glad Of It," at the Savoy Theatre.

—"The Girl From Kays" continues its success at the Herald Square Theatre. It has been a winner from the start and is now more popular than ever.

—"The County Chairman" is to remain at Wallack's indefinitely—it is a genuine hit.

—"Mother Goose," at the New Amsterdam continues to play to good business. It is a pretty spectacle and well told.

—Wm. Gillette remains at the New Lyceum in "The Admirable Crichton," as it seems to suit the public's taste.

Speaker Cannon recently issued strict orders to enforce the standing rule prohibiting smoking on the floor of the House. A few days thereafter, as the House adjourned, Mr. Cannon descended from the rostrum, took a weed from his pocket, struck a match and began to puff the cigar like a house afire. An officer approached Mr. Cannon timidly, and inquired.

"Do you want the rule against smoking enforced here?"

"Well, I forgot all about it," replied the Speaker. "I am going right out anyway," and he hurriedly made his escape.

Speaking of ex-Gov. Murray Crane, of Massachusetts, a congressman recently remarked: "He's a fine fellow; and has only one fault—he will smoke bad cigars and give them to his friends."

You need The Smoker's Magazine; it is only \$1 per annum—big value.

THE SMOKER'S MAGAZINE

Published by
THE SMOKER'S MAGAZINE CO.
 41 PARK ROW,
 NEW YORK.
 Telephone, 4265 Cortlandt.

Licensed every month. Ten cents a copy. Subscription price, \$1.00 a year, payable in advance. Subscriptions may begin at any time.

Remittances should be made by N. Y. Draft, Express Order or P. O. Money Order, payable to THE SMOKER'S MAGAZINE CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way.

When change of address is desired, both the old and new address must be given.

Subscriptions remain in force and the magazine is continued to responsible subscribers until we are notified by letter to discontinue the subscription, when payment of all arrears must be made.

Advertising rates furnished upon application.

Entered at the New York Post Office as second class mail matter.

NEW YORK, JANUARY, 1904.

Old Nineteen O' Three
 Was as busy as a bee,
 May Nineteen O' Four
 Bring business galore.

Twelve quick turns of the calendar will bring another new year; and then 1904 will be history.

Time flies—the way to make your history a success is to improve each passing minute.

Take time to do things right and do everything just as well as you know how—it always pays.

If you sell a man a cigar, see that it is a good cigar—just as good as it possibly can be, price considered.

Don't give a man a sky parlor on the air shaft when an outside room

is available. The most for the money is always a good ad.

Inventory time is here; and every business man should take an inventory in order to know how much he is worth, and what he has made during the year.

A careful study of the inventory will show whether or not he has calculated correctly as to the quantity and kind of goods handled; and perhaps lead to more accurate figuring in the future.

In the average inventory there are many little pointers to success—only visible to the keen-eyed business man himself. Study it well. In this way the errors and oversights of last year may be avoided.

It looks as though "guessing contests" are a thing of the past—the Post Office bill, when enacted, will abolish all such schemes and forbid the use of the mails for such purposes.

This issue has been somewhat delayed through the removal of our mechanical department to New York City—delay in the delivery of freight was the most serious handicap. It is hoped that our subscribers will kindly bear with us and we shall endeavor to more than make up for it in the near future.

A press bureau has been established by Lucy Gaston Page, of Chicago, in her crusade against the cigarette, from which has been issued a paper entitled "Hell Paved With Tobacco." Many smokers will doubtless be much gratified to learn this, as they will be able to smoke in the hereafter, and will thank you kindly, dear Gaston.

A \$ is a \$mall thing—when you owe one or more to a man, be \$ure to pay

him promptly, then he can pass the good things along to those he owes, and perhaps to those who owe you; and very soon these little \$\$\$ will again repose in your pocket\$. It is well to remember that: He whom you owe owes other\$ who owe you.

3

Speaking of dollars, we should like to have you roll one our way, that we may enter you on our list of subscribers and send you a lot of good reading during the year to come. Oh, yes! We will also send you 1000 gummed labels, printed to your order, which can be used to excellent advantage in a business way.

3

Some do and some don't use labels in advertising their business. Some use a few and mutilate a lot more; and then say that it doesn't pay. One label will not boom your business any more than one feather will make a feather bed. The merchant who will use gummed labels, and stick to it persistently, will find that more customers will stick to him. Wise merchants use thousands of gummed labels—others don't. Don't be a don't.

3

Bucket shops in cigar stores is the latest scheme a concern has been trying to work in Philadelphia, on which the minimum gamble would be 25 cents. The far-seeing tobacconist will steer clear of all such questionable propositions, no matter how alluring the commission end of it may appear.

3

Smoking is an awful habit—at a recent smoker in Kentucky several of those present made up a hunting party and the day following they killed some game, also one cat, one cow, one horse, and a few dogs. Nearly 2000 shots were fired, a number of families in the neighborhood moved and innumerable law suits have been

instituted. Perhaps it was a "drinker" instead of a "smoker."

3

The Tawney Anti-Coupon bill should be passed by Congress—in justice to the independent cigar and tobacco manufacturers and dealers.

3

The abolishment of the import stamp would injure no man, while on the other hand it would help every cigar manufacturer in the United States, especially the makers of clear Havana cigars. The man who "smokes with his eyes" seems to think that the import stamp is the Government's stamp of quality—which, of course, it is not. But just why the Government discriminates and requires an import stamp on cigars and not on other imported goods, is a question hard to answer. All goods should stand, or fall, strictly upon their own merits.

3

The Smoker's Magazine will shortly make its appearance in a new and unique cover, of special design, printed in colors. We trust that the handsome cover will please our many subscribers and readers. Other improvements are now in works.

AN EASY SIDE LINE.

EVERY traveler who desires a "side line" that will take but little of his time, requires small space in pocket and will add many dollars to his regular income, without going one step out of his way, should write at once, stating territory covered, and address in strictest confidence, with references,

THE SMOKER'S MAGAZINE CO.,
41 Park Row, New York.

"Do the Turkish soldiers smoke Turkish cigarettes?"

"I suppose they do."

"Then it's no wonder the Macedonian soldiers cannot stand before them."—Cleveland Plain Dealer.

PUFFS OF SMOKE.

LAST year was a real record-breaker with the enterprising concern of Bustillo Bros. & Diaz, of New York, Tampa and Havana. Many new accounts of handsome proportions were opened and the factory was pushed to its limit to keep up with the steady flow of orders for Henry the Fourth, Alexander Humboldt, Flor del Mundo and the firm's other popular brands of clear Havana cigars. Jose M. Diaz and his well-trained corps of hustlers are certainly entitled to much credit for the heavy orders secured and the good work they have accomplished during the past twelve months. Good seed has been sown for this year and a rich harvest will be gathered.

—Business with the representative firm of E. Kleiner & Co., 320-322 East 63d street, New York, has been better than ever before for the past year; and during the month of December it was found necessary to work seven days a week so as to make shipments with any reasonable degree of promptness. The demand for Aroras, Lord Macauleys, and other high-grade smokes increases from day to day.

—The house of M. Stachelberg & Co., 383 & 385 West Broadway, New York, and Tampa, Fla., has just closed a most successful year's business; and there has been little or no let up since the Holiday trade was supplied, in the demand for the finer sizes of La Fama Universal, Milly James and their other brands of clear Havana cigars. It has been decided to discontinue the New York factory and consolidate the business at Tampa, which change will be consummated next month. The New York offices will be continued, but in the near future they are to be located at 9 West 18th street. This looks like a step in the right direction, inasmuch as the demand for Tampa-made goods shows a steady increase, which was discovered by

this progressive house when the Tampa factory was opened some two years ago. This change was made to meet the demands of their customers, and hereafter Stachelberg goods will bear the Tampa-made stamp. Ludwig Lasker has broken all of his past sales records, while Isador M. Lederer has kept up his end in a most satisfactory manner. Newton B. Stachelberg has filled many order books in his travels and looked after the Metropolitan trade in a highly pleasing manner. The results obtained during the past year are most gratifying to Edgar J. Stachelberg, and speaks well for his aggressive and far seeing management of the firm's affairs. The outlook for this year is very bright.

—W. I. Mayer & Co., 606 Liberty street, Pittsburg, Pa., have issued a very handsome and attractive calendar for 1904 which they will gladly send to any one upon receipt of stamps to cover postage. Note their advertisement on another page and what they have to say regarding "the best stogie smoke for the money." When writing be sure to ask for prices and you will be agreeably surprised.

—The output of the Ferdinand Hirsch Co., at Key West, Fla., steadily continues and the usual factory force are busily engaged in completing orders from the office files, which are well filled. The company made a most excellent showing during 1903 and the present year has opened in a most gratifying manner.

—"At the Sign of the Bull Dog" business is moving along in a highly agreeable manner, both as to volume and the fairly prompt shipment of orders. The past two weeks have been busy ones with the Roycroft Segar Shop of John W. Merriam & Co., and every week and every month have shown a steady increase in the output of Henry Irving, Baron De Kalb, Bull Dog, Ellen Terry and the other popu-

lar "Habana Segars" of this hustling concern. The new year has opened with a steady demand and orders of goodly size are on file, while other sizable ones are being received in almost every mail. The prospects for the future are as rosy as the red Bull Dog.

—P. Pohalski & Co. have just closed a heavy year's business at their Key West factory. The present indications point to a very busy season, and a fine lot of tobacco was recently purchased by E. R. Lincoln upon his visit to Havana.

—The past three hundred-odd days have seen a large increase in the demand for the clear Habana cigars of the Ruy Lopez Co., of Key West, Fla., which has been a year of successes and the reputation of the brand has become more wide-spread and fixed with the best trade of the country, and the outlook for 1904 is most cheerful. Roy Barrett will look after the interests of the house in the South and on the Coast, where he will doubtless surpass even his own good record as an expert cigar salesman. Isaac Lowenhaupt, whose wide experience on the road has taught him how, will represent the Ruy Lopez Co. in New York and Pennsylvania. John Wardlow, the President of the company, is expected to spend a few days in New York about the middle of this month, in order to arrange certain business matters and details with John W. Merriman. This well matched team will skillfully look after the interests of thousands of smokers and connoisseurs before the present calendar has outlived its usefulness.

—An unusually active campaign has been planned by the firm of E. W. Schwarz & Co., of New York, during the current year and the various members of the firm will do considerable traveling and make frequent calls on their customers in the various sections of the country. Major F. S.

Burroughs will represent the company on the Pacific coast and a most excellent showing may be looked for in that direction.

HOTEL REGISTER RATES.

WE desire to give every hotel in the country a set of Register Dates, for the full year 1904, all gummed and ready for use. These Dates are handy, neat and attractive; the size is $\frac{1}{2}$ inch wide by 5 inches long, being printed in a brilliant red ink on first quality white paper, their use will improve the appearance of any Hotel Register, facilitate reference, and save clerk's time—they are business-like and up-to-the-times.

No advertising appears on them—they are simply Register Dates, you have need for them and they will be useful to you. Every Hotel man should read The Smoker's Magazine, which contains much valuable information and matter that will not only interest him, but also hundreds of his guests. Kindly send \$1 for a year's subscription, and we will mail you a set of Register Dates, Free. The best Hotels use them and no up-to-date house can afford to do without them.

Register Dates are certainly valuable and as the supply is limited, orders should be sent in at once, which will be filled promptly. Sample date lines and also samples of Gummed Labels for forwarding Guests' Mail, furnished upon request. Address letters and orders to

THE SMOKER'S MAGAZINE CO.,
41 Park Row, New York.

—George F. Murray has opened a modern cigar stand in the new Bank Building, Utica, N. Y. He also owns the cigar stands in the Bagg's and St. James Hotels, that city, and is doing a fine business, because he knows how.

IN THE SMOKE HOUSES.

UNDER the proprietorship of Frank V. Volts and Gaylord Tucker—two young hustlers who know how—a handsome and attractive cigar store has been opened in Cohocton, N. Y.

—A very handsome and well equipped cigar store has been opened by Walter Yeager, 214 W. Arch street, Pottsville, Pa.

—D. Scully has purchased the cigar business heretofore conducted by P. Miller & Son, Astoria, Ore.

—Up-to-dateness is shown in the attractive cigar store recently opened by Reuben Adams, Glens Falls, N. Y.

—Under the able management of Prentiss Watson, a new and well stocked cigar and tobacco store has been opened in Sanford, Me.

—In Palouse, Wash., the cigar store recently conducted by L. A. West has been purchased by C. A. Hart.

—H. W. Haaze has purchased the cigar store in Sayre, Pa., heretofore conducted by C. V. Harris.

—Fred W. Gies is the hustling owner of a new cigar retailing establishment at 237 W. Federal street, Youngstown, Ohio.

—Harry Esray has acquired, through purchase, the cigar store formerly owned by S. B. Jamison, E. Market street, West Chester, Pa.

—The cigar business of M. Horwitz, Alpena, Mich., has been purchased by George A. Hillyer, who will continue the business at the old stand.

—One of the most handsome and up-to-the-minute cigar stores in that part of the State has been opened at Sumter, S. C., by C. G. Snead, a wholesale drug traveler, who has engaged the services of John McKenzie, an experienced cigarmen of ability, who will assume the management of the establishment and doubtless make an excellent showing.

—Rockford, Ill., has a handsome cigar store of the first-class, under

the able hand of Robert Shockley, who is showing that thorough experience brings success.

—Chas. Breneiser & Sons, have opened a cigar store at 7th and Penn streets, Reading, Pa., which has been improved and made one of the finest stores in the city.

—Archie Russell has opened an attractive cigar retailing establishment on Goodyear avenue, Austin, Pa.

—William Clayton has purchased the cigar business of J. A. Halter, Lancaster, N. Y., which will undergo improvements of rather an elaborate nature.

—Under the able and masterly hand of A. T. Warfel a handsome cigar store has been opened on S. Broad street, Lancaster, Pa.

—The cigar establishment recently owned by Huau & Loraine, in Jacksonville, Fla., has been purchased by the J. S. Pinkussohn Cigar Co., making the tenth link in this enterprising company's chain of first-class cigar stores in the South.

—The cigar store formerly owned by D. W. Haines, Jr., Warwick, N. Y., has been purchased by H. R. McCaulay, of Easton, Pa., who is showing his ability to run the business in first-class style.

—L. E. Chambers, of Punxsutawney, has purchased the cigar establishment of C. H. Ford, Ridgeway, Pa., which promises to be a decided success under Mr. Chambers' aggressive management.

—Henry L. Bowles has purchased the widely-known cigar store of Louis Krug, at 741 Main street, Hartford, Conn., which was established in 1870.

—The cigar establishment of Joseph Abbe, has been removed to larger, more attractive and commodious quarters at Railroad avenue and Cooper street, Beverly, N. J.

—I. Buttonmaker has opened a very handsome cigar establishment at 6 School street, Boston, Mass., near

his old stand, which was acquired some time ago by the U. C. S. Co. Mr. Buttonmaker will do a wholesale and retail business in high-grade cigars, pipes and tobacco. The store is elaborately fitted and one of the handsomest in the city.

—Thomás Monahan is the new proprietor of the neat cigar store recently owned by J. J. Flynn, in Derby, Conn.

—H. B. Morrow & Co. have opened a very handsome and well equipped cigar store at Union and Cherry streets, Nashville, Tenn. Mr. Morrow's previous experience in the cigar line will enable him to manage the business successfully.

—At 156 N. Main street, Wichita, Kas., W. E. Reeves, for many years a hustling salesman, has opened a modernly handsome cigar store, which, under his skilful hand, should prove a winner.

—The United States Arcade building has a first-class cigar stand known as the U. S. A. News Bureau, Fulton and Pearl streets, New York, which is owned by Miss M. Fletcher, who has demonstrated her ability to sell cigars and make a success of the business.

—One of the most popular and well-known cigar women in the South is Mrs. Cecilia Wilhite, who has full charge of the Oriental Hotel cigar stand, Dallas, Texas. She is well-fitted for the charge, as she is well acquainted with the cigar business from beginning to end.

—Fred Frisch is back again on Park Row, New York, next door to his old store, which was one of his most successful stands. Mr. Frisch is somewhat crowded for space in his new store, in which considerable ingenuity has been displayed in arranging a large stock of smokables.

—Less than two years ago Wm. H. Routier established the Climax cigar store at 3 E. Main street, Battle Creek, Mich., and within that period he has

built up a rattling good trade in high-grade goods—entirely due to the goods, and the effective advertising originated by the man behind the counter.

—The success of Herman Sorg, the popular cigarman of Pittsburg, Pa., in the short span of about four years has been nothing if not phenomenal. His handsome establishment is now three times its original size, and the total sales of the first month's business has been multiplied many times over every year. Giving value and advertising the fact always pays.

THE WORLD OF TOBACCO.

NINE-TENTHS of all the clay pipes used in this country are made in factories situated at Durhamville, Syracuse and Brooklyn, N. Y., Philadelphia, Pa., and Detroit, Mich. These being the five leading clay pipe factories in the United States. Large quantities of the pipes are also exported.

—The cigar and tobacco trade seem to be united for the passage of the Tawney Anti-Coupon Bill, which is now before Congress. It will benefit the whole trade and should go through without opposition.

—Situated in Decatur County, Georgia, is the largest tobacco farm in the world. It consists of 18,000 acres and 1,500 hands are necessary to work it. The farm is divided into 20 farms of about equal size, on which are located 30 houses, 400 shacks, over 100 tobacco barns and three saw mills. The operating expenses amount to nearly \$500,000 a year. A. Cohn & Co., of New York, are the proprietors.

—A new \$10 counterfeit bill has been discovered, which is on the Elliott National Bank of Boston; series of 1882, check letter C.; B. K. Bruce, Register; A. Wyman, Treasurer. Charter number 876. Bank number 4235; treasury number W43930. The bill is a photographic reproduction on good

paper with ink lines to imitate the silk fibre. The counterfeitors who made this bill were apprehended last month in Boston by Secret Service officers.

—The giving of books of cigarette papers in packages of tobacco is prohibited in the State of Tennessee.

—A slotless slot-machine has been operated in a Western cigar store for some time past. A plate was screwed over the slot, but the patrons of the place didn't seem to find it very difficult to lay their money on the counter and then play the machine for all it was worth. The cigarman evidently thinks there is no law to stop his patrons amusing themselves in this manner.

—The Cuban Treaty Bill was passed by Congress last month and took effect at 12.01 a. m. Dec. 27, 1903. The trade was opposed to the passage of the treaty and vigorously fought the reduction of 20 per cent. on Cuban tobacco products coming into this country. Cigar manufacturers will have to adjust themselves to the new conditions and smokers who expect to save 20 per cent. on the cost of their Havana cigars will be disappointed—in but few instances will they profit by the reduction. On Havana cigars manufactured in the United States there will be a saving of about \$1.50 to \$2.00 per thousand, according to a manufacturer who is a close figure and knows whereof he speaks. This difference will doubtless be made up to the trade by making the cigars a trifle thicker and prices will remain about the same as in the past.

—The 1904 crop of Havana tobacco the present indications are, will be of very fine quality and all that could be desired by any manufacturer. The recent good rains in the Vuelta Abajo district have considerably brightened the prospects for a large crop.

—Robert Burns' cottage at Ayrshire will be reproduced in practical-

ly every detail at the World's Fair, St. Louis. Will the advertising of Robert Burns' cigars, with its effective Scotch plaid design, be in evidence?

—The result of the Florodora guessing contest was announced early this month. The winners of the larger prizes are:

J. E. Elwell, Ottawa, Kans., \$5,000.
J. H. Walton, Greenfield, Ind., and
S. J. Cannon Wolfe's Summit, \$2,500
each. E. O. Hamstrom, Kingsbury,
Cal.; J. C. Shaw, Bloomfield, Iowa;
Bicket, & Huthsteiner, Cincinnati,
Ohio; John H. Brown, Lucas, Iowa,
and J. J. Graff, Washington, D. C.,
\$1,000 each. The number of cigars on
which the Government received \$3
per thousand during the month of No-
vember were 578,157,470. There were
something over eight million guesses
and Mr. Elwell's nearest estimate was
578,157,407—within 63 of the actual
number, and for which he will receive
\$5,000.

—Recently the clear Havana Cigar Manufacturerers' Association of the United States sent a communication to Chairman Payne of the Ways and Means Committee, urging a repeal of the law requiring the import stamp on imported cigars. Favorable and prompt action would be only justice to the cigar manufacturers of the country.

—Proprietors of cigar stores cannot buy leaf tobacco for the purpose of advertising in their store windows, and hands of tobacco must not be used for display purposes. Leaves and hands of tobacco made of papier-mache are an excellent substitute and fully as effective for advertising.

—The Cigar Dealers' Association of America held their second annual convention in the Sherman House, Chicago, on the 12th inst. The various reports showed that the organization is making good progress and increasing its membership throughout the

MI FAVORITA

CLEAR HAVANA CIGARS.



MANUFACTURED AT KEY WEST, FLORIDA.

PARK & TILFORD,

Broadway, corner 21st Street,

NEW YORK.

PRICE LIST ON APPLICATION.

YOUR MONEY RETURNED

If you do not have a Cool, Dry Smoke.
No Nicotine, No Mouthful of Bitter
Juice, No Old Pipe Odor, if you smoke

THE MAY BELLE

Patented June 10, 1902.

**SAURMAN'S
New Era Pipe**

It's easy cleaned; don't get rank; \$1.00
with solid rubber or horn stem.

With fine amber stem, \$2.50.

With fine amber stem, heavy silver
ferrule, \$3.50.

NEW ERA PIPE CO.,

Dept. I.

NORRISTOWN, PA.

**...The ...
BEST SMOKE**

is yours—if you really
want the best you
can get

FOR THE MONEY

Mayer's 604 Panetela
Stogies are not made
of scrap, but long filler
selected tobacco, by
men.

SPECIAL PRICE TO DEALERS

Send 10 cents to cover
postage and we will
send you one of our
Art Calendars

W. I. Mayer & Co.,

606 LIBERTY STREET, PITTSBURG, PA.

country, which is most gratifying. New officers and directors were elected as follows: President, Robt. E. Lane, New York; first vice president, C. J. Holton, Detroit; second vice president, T. J. Donigan, New York; third vice president, Samuel Joseph, Cincinnati; secretary, C. E. Case, Chicago; and treasurer, Jacob Berolzheimer, Chicago. Directors: President Lane, chairman; C. J. Holton, Detroit; T. J. Donigan, New York; Sidney J. Freeman, New York; E. L. Smith, Grand Rapids; R. G. Fischer, Minneapolis; L. K. Newman, St. Paul; C. H. Tracy, Omaha; Samuel I. Josephs, Cincinnati, and John J. Dolan, M. W. Diffley, Emil Griefen, I. Latzar, Wm. F. Monroe, Henry Leopold, John P. Stewart and Albert Breitung all of Chicago. An important change in the tax due the national association by the locals was as follows: annual tax of \$5 for associations of 50 members or less; \$10 for 50 to 200 members; and \$25 for over 200 members.

—The passage of the Reciprocity Treaty Bill came as a Christmas gift to the Cubans and there was general rejoicing in Havana.

—Arrested 102 times for selling cigars on Sunday is certainly breaking the record—this has been the experience of an English cigar dealer, whose pluck and persistence is something to admire. Perhaps there is method in his madness—it is certainly good advertising.

—Last month the cigar jobbing firm of Fitzpatrick & Draper, Troy, N. Y., were burnt out, causing a loss of \$125,000, which was practically covered by insurance.

—When tobacco enters into the composition of cinnamon cigarettes it is a rule of the Revenue Department that same are taxable as cigarettes.

—The cigar output of New York City decreased 99,153,994 during the past year as compared with 1902. This is accounted for by the removal of many cigar factories to Key West and Tampa. The year to come will doubtless see many more removals to Key West and Havana.

—The Syracuse, N. Y., druggists are endeavoring to banish slot machines

HAVANA
TOBACCO COMPANY

TRADE MARK

SELLING AGENTS

For these Brands of Fine Imported Havana Cigars

La Intimidad	La Carolina	La Flor de Murias	La Flor de Naves
Estella	La Comercial	A. de Villar y Villar	La Flor de Cuba
La Africana	La Rosa de Santiago	La Rosa Aromatica	La Meridiana
La Espanola	Manuel Garcia Alonso	El Aguilu de Oro	La Flor de Ynclan
La Corona	La Flor de Henry Clay	La Antiguedad	La Vencedora
	J. S. Murias y Ca.	H. de Cabañas y Carbajal	

These brands of Imported HAVANA cigars are the most famous—and best known the world over. There are no substitutes for them and a business in Fine Imported HAVANA cigars cannot be done without them.

The demand for them is established and they are recognized everywhere as the Standard Brands of the World.

HAVANA TOBACCO CO., III Fifth Avenue, N. Y.

BARGAINS IN TYPEWRITERS.



Business men can save much valuable time by using a Type-writer. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and all standard machines at from \$35 to \$40, with full guarantees. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly. We also exchange and buy for cash, Deaks, Cabinets and supplies at reduced prices. Send postal for illustrated list of all standard machines.

Consolidated Typewriter Exchange,

**JOS. ABRAHAMS,
LEAF TOBACCO**
 Wholesale and Retail.
 262-264 Pearl Street, and 113 Maiden Lane,
 NEW YORK.
 TELEPHONE 1883 JOHN.

Free Sample



The only
 PERFECT
 cigar box lid
 holder and
 price card.
 Made of steel
 and enameled
 For cigar fac-
 tories and
 jobbers, we
 print your

special ad—anything you
 want. Regular stock, all
 prices of cigars. Write
 for free sample and prices.

~~~~~  
**PEERLESS MFG. CO.,**  
 170 Madison Street, CHICAGO, ILL.

U. S. STANDARD

# Counterfeit Coin Detector.

Awarded Two Medals by the  
American Institute

Is a perfect scale,  $9\frac{1}{2}$  inches long, that tests and weighs coins with the utmost accuracy, measures the exact thickness and diameter of all the principal U. S. Gold and Silver Coins and enables you to DETECT A COUNTERFEIT in an instant.

The scale is constructed on scientific principles, yet it is simple and easily understood; and being made of one solid piece of brass and heavily nickel plated, no handling can affect its perfect action when placed on a level surface.

What is

#### PROTECTION AGAINST FRAUD

Worth to you? Upon receipt of \$1.25 your name will be entered for a year's subscription to

THE SMOKER'S  
MAGAZINE,

and one of these Detectors, in a neat box, sent you by prepaid mail.



POSITION OF SCALE WHEN COIN IS GENUINE.

## The Smoker's Magazine Co.,

Times Building, :: New York

from that city. They say the machines injure the sale of cigars in their stores.

—The Wheeling stogie output during 1903 was 93,000,000. Regarding which the New York Sun tentatively queries: Ninety million bad smokes?" Oh; there are worse.

—Tobacco culture in Ireland has so far proven a discouraging experiment. Tobacco will grow in the Land of the Shamrock, but there is insufficient sunshine to ripen and save it.

—The cigar output of New York City during 1903 was 922,534,306.

—The French Government owns the largest tobacco factory in the world, which is located at Lille. The output is about 50,000 tons a year. Nearly 16,000 hands are employed, the men receiving \$7 and the women \$4.50 per week.

—A New York Court has decided that Jack has a perfect right to chew his quid on the high seas without molestation from his superior officer. His captain objected forcibly and was compelled to pay Jack \$162.50 damages.

—The cigarmakers strike in San Juan, Porto Rico, recently, was the cause of bloodshed, and the shooting of three cigarmakers. The strike has been on for many weeks and has assumed a very serious phase. About 1,300 men are out.

—The annual report of the Retail Cigar Dealers' Association of New York shows that since last May a total business of \$187,000 has been transacted, which increased gradually from \$12,000 a month. Horses and wagons are to be purchased shortly and better service will be given during the ensuing year. It is expected that a branch depot will be opened in Brooklyn.

—An improved cigar vending machine has been invented and patented by Theo. N. Goffe, Springfield, Mo. The Revenue Department has passed favorably on the device.

—In Belgium, Holland, 34 ounces of tobacco are smoked per capita annually. Germany leads with 48 ounces,

## HACKER, MERRALL & CONDIT CO.



## CLEAR HAVANA CIGARS

Chambers St., West Broadway and Warren St.,  
57th St. and 6th Ave. and 135-139 West 42d St.

NEW YORK

### Wanted... *A Hustler*

We want a hustling representative for THE SMOKER'S MAGAZINE in your city, and have a magnificent proposition for you that will increase your regular income largely.

It is easy work and profitable employment, and will take but little of your spare time. If you are in the trade it will prove an especially attractive side line for you; while if you cannot take it up, please show this to some bright young man and have him write us at once for particulars and liberal terms.

**The Smoker's Magazine,**  
**41 Park Row, New York.**



Please mention THE SMOKER'S MAGAZINE to advertisers.

TO  
**SUBSCRIBERS  
ONLY!**

**A Lick and They'll Stick,  
But You'll Not Get Stuck.**

**2000  
GUMMED  
LABELS'**

SEND CASH  
WITH ORDER.

**\$1.<sup>00</sup>**

**Advertise Your Store.  
Increase your Business.**

**A. WISEMAN,**  
DEALER IN  
**FINE CIGARS,**  
711 Easy Street,  
Hustletown, N. Y.

EXACT SIZE, 1-1/2 X 1-1/2 INCHES.

Anything you want on them; but the less you have, the better they will show up.

This label contains all that's necessary. Neatly printed on best gummed paper in assorted colors, and mailed promptly (in about 10 days) in a specially made box that will keep them in perfect shape. Don't wait until you're all out, order now.

**YOU WANT MORE?**

**ALL RIGHT! Send us**

**\$2.<sup>00</sup> FOR 5000**

OF THE BEST GUMMED LABELS MADE.

**The Smoker's Magazine,**  
41 Park Row, New York.

SC. STAMPS ACCEPTED.

while Englishmen smoke only 24 ounces.

Empty cigar boxes need not necessarily be destroyed—the stamp must be destroyed, and the box must not again be used for cigars, says the Revenue Department.

The fight against paper wrapped smokes is continued by Lucy Gaston Page, of Chicago. She has established a press bureau, which is intended to supply information and advice. Papers already issued are: "Cigarettes and Devil's Device," "What Killed Darling Willie?" "Sucking Death Through a Paper Tube," "Hell Paved With Tobacco," "Made a Murderer at Ten," "Why Charlie Chopped His Mother's Head Off," "Smoke a Cig and Drop Dead," "Cigarette Slime Sent Him to Jesus," and "Suicide by Swallowing a Stogie." How sensible (?) all that sounds—some folks like to waste their time and spend other people's money.

**HELD UP FOR 15 CENTS.**

**R**ECENT hold-ups in Philadelphia call to mind similar occurrences of some twenty years ago, when a story was told of a man, smoking a short clay pipe and crossing the Walnut street bridge at midnight, who was beset by three highwaymen. He fought them tooth and nail and when, at last, they overpowered him they were bleeding, their clothes were torn, and they were all but total wrecks.

Their victim was an Irishman, and when they had him down and bound his tongue was still free, and he berated them roundly, not for the loss of his money, but because his pipe was broken. All this time they were turning his pockets inside out and when the job was done they found just 15 cents.

"Great Scott!" exclaimed one of the robbers. "To think we've had all this row for a nickel apiece."

"Shut up, you idiot!" said the leader. "If he fought like that for 15 cents, he'd have killed every one of us if he'd had a quarter!"

# WHERE TO STOP

**ST. DENIS HOTEL,**  
Broadway and Eleventh Street.  
NEW YORK.

Reasonable Rates.

Convenient Location.  
William Taylor & Son.

**CONTINENTAL HOTEL,**  
PHILADELPHIA

Room with board, \$3 upward.  
European plan, \$1 upward.

L. J. Maltby, Prop.

**THE KNUTSFORD,**  
SALT LAKE CITY.

**FIREPROOF**

Most Elegant Hotel in the West.  
G. S. Holmes, Prop.

**RIGGS HOUSE,**  
WASHINGTON, D. C.

The Hotel "Par Excellent" of the  
National Capitol.

First-class appointments.  
O. G. Staples, Prop.

**THE PARMLY,**  
PAINESVILLE, OHIO.

Rate, \$2.00: Electric lights and bells;  
steam heat; sample room.

B. H. Rogers, Mgr.

**EMPIRE HOUSE,**  
AKRON, O.

A hotel noted for its excellence; liberal  
management; \$3 a day.

J. I. Brenizer, Prop.

**THE NORVAL,**  
LIMA, OHIO.

Caters to Commercial Trade.  
Large Sample Rooms.

American: \$2.00, \$2.50, \$3.00.

**HOTEL EUCLID,**

Cleveland's New and Up-to-Date Hotel.  
New and modern. Heated by steam.  
Lighted by electricity. Long distance  
telephone in every room.

**300 ROOMS**

150 with bath, \$1.50 to \$5  
150 with hot, cold water, \$1 per day up

Fred S. Avery, Prop.

**THE ANDERSON.**  
ANDERSON, IND.

All outside rooms, \$2.00, \$2.50.  
Large sample rooms on ground floor.  
Try The Anderson.

Joe Hennings, Prop.

**HOTEL NORMANDIE,**  
Michigan Boulevard, 12th St.,  
CHICAGO.

**ABSOLUTELY FIREPROOF.**

W. H. Worth, Prop.

**THE LINCOLN,**  
Ontario St., One Block North Public  
Square, CLEVELAND, OHIO.

Conducted on liberal lines under a  
new management. Recently amplified  
and modernized.

Thomas F. Harrison, Mgr.

**NEW HOFFMAN HOUSE,**  
Madison Square,  
NEW YORK.

**ABSOLUTELY FIREPROOF.**

European Plan.

J. P. Caddigan, Prop.

**THE HOLLENDERS,**  
CLEVELAND, O.

European Plan.

Rates, \$1 to \$4 per day.

**HOTEL SCHENLEY,**  
PITTSBURG, PA.

European Plan—Special Inducements.

**FIREPROOF.**

James Riley, Prop.

**THE BUTTERFIELD,**  
UTICA, N. Y.

American Plan, \$2.50 Upward.

European Plan, \$1.00 Upward.

George W. Pearce, Mgr.

**COLONIAL HOTEL,**  
PITTSBURG, PA.

(Under New Management.)

European Plan. Rates, from \$1.00  
a day upward. Largest sample rooms  
in United States. Strictly commercial.  
Steam heat. 300 rooms, 70 with  
private bath.

F. C. Smith, Prop.

**BECKEL HOTEL,**  
DAYTON, OHIO.

**\$2.50 TO \$4.00**

**ONE OF THE BEST.**

Bennett & Horton.

Also proprietors of the Beautiful New  
Hotel at Canton, Ohio.

**HOTEL M'KINLEY.**

**KIRBY HOUSE,**  
MUNCIE, IND.

John J. Dow, Prop.

The only first-class hotel in the city;  
passenger elevator, electric lights and  
bells; fire alarm in each room. Good  
sample rooms on ground floor for  
commercial men.

**COOLEY'S HOTEL,**  
SPRINGFIELD, MASS.

Allnewly furnished; everything modern

Henry E. Marsh, Prop.

**THE QUEENS,**  
TORONTO, ONTARIO.

Home comforts, delightful situation  
on Front Street.

McGaw & Winnett, Props.

**THE STRATFORD,**  
CHICAGO.

A strictly first class European Hotel,  
with every modern accessory. Cuisine  
and service unsurpassed.

George B. Weaver, Prop.

**NEW KEPLER HOTEL.**  
MEADVILLE, PA.

Remodeled. Refurnished. Reopened.

**GALT HOUSE,**  
LOUISVILLE, KY.

Parent House of the Name. Famous  
for two-thirds of a Century. Still the  
leading hotel of Louisville.

American and European Plans.

A. R. Cooper, Mgr.

**THE SPENCER,**  
MARION, IND.

Catering to first-class Commercial  
Trade. Rates, \$2.00.

W. V. Turpen.

**TOD HOUSE,**  
YOUNGSTOWN, OHIO.

**\$2.50 TO \$3.50**

Geo. A. Baker, Prop.

# YOU CAN PLAY THE PIANO IN 5 MINUTES

By our New Method, as a technical knowledge of music is made unnecessary, enabling you to Play A Piano "By Sight" or "By Ear" without long and tedious study.

The Method consists of 72 Chords, being 24 Full Accompaniments,---one for Every Key, both Major and Minor---fully Illustrated by Diagrams of Piano Keyboard, Notes, Letters, Etc. and readily understood.

This Simplified Method is now in its THIRD EDITION, and not one copy has ever been returned; because it is exactly as represented --- being simple, complete and instructive.

It will delight you, surprise and entertain your friends, and brighten many a dull hour.

FULL INSTRUCTIONS, DIAGRAMS, CHORDS, ETC., FOR PIANO AND ORGAN, By Prepaid Mail, 25¢.

Success is assured in every particular, and you run no risk, as we Guarantee Satisfaction, or money is refunded without question.

The Booklet is neatly printed and bound, and will prove the Best little investment you ever made.

You've always wanted to Play your own Accompaniments---Now You May.  
2¢ Stamps accepted. Order Today.

**The Spencer Co.,**  
147 Nassau St.,  
New York, U.S.A.

## FALLACY OF TOBACCO HEART.

I DON'T like to upset a cherished tradition," said a doctor who is himself a devotee of the weed to a writer in the New Orleans Times-Democrat, "but the talk one hears of nicotine saturating the system of smokers is mostly rot. Nicotine is a deadly poison. One drop of it will kill a good-sized mastiff if injected subcutaneously, and it would take precious little of it to kill a man. The truth is that very little is absorbed, even by the most confirmed smokers. Now and then you read of men who die from excessive tobacco using, and are found on autopsy to be literally reeking with nicotine. All rubbish. Nothing of the kind ever happened.

"Again, it is a favorable experiment to blow smoke through a handkerchief, and the stain that is produced is popularly supposed to be made by nicotine. It is really oil of tobacco, which is a horse of quite a different color. No, the chief harm done by smoking is the stimulus which it gives to the heart. This is particularly true when inhaling is practiced. Each time the smoke is inhaled it acts as a slight spur to the heart, and needless to say there is sure to be a reaction. If the smoker is in good general health he will probably never feel it; but if he isn't there will be periods of profound depression, and, not knowing the cause, he is apt to try to brace up on a drink, which makes matters just that much worse. If he has organic heart trouble—valvular weakness, I mean, it's quite possible that he will tumble over some day and put his angel plumage on. Those are the cold facts about smoking—none other are genuine."

Mrs. Muggs—Does your husband ever forget to mail your letters?

Mrs. Luggs—No; because I always put them in his cigar-case.

Editor—Did you see the sleeping cars on fire?

Reporter—No, sir. They were all smoking-cars, when I got there.

HEART,  
cherish-  
doctor  
tee of  
ew Or-  
he talk-  
ing the  
ot. Ni-  
the drop  
astiff if  
t would  
a man.  
is ab-  
affirmed  
read of  
tobacco  
opsy to  
ine. All  
d ever

periment  
erchief,  
s popu-  
cotine,  
which is  
r. No.  
king is  
to the  
e when  
me the  
slight  
less to  
ion. If  
health  
but if  
of pro-  
nowing  
brace  
matters  
he has  
weak-  
le that  
nd put  
are the  
other

husband  
rs?  
always  
keeping-  
ere all  
e.

**B. SHARP,**  
HIGH-GRADE  
**Cigars,**  
10 COMFORT ST.,  
Goldton, Cal.

EXACT SIZE 1-8 X 1-1/8 INCHES.

JUST  
HOW  
THEY  
LOOK



**Y. D. WAKE,**  
DEALER IN  
**FINE CIGARS**  
1000 PURCHASE ST.,  
Priceville, Ok.

Showing the exact size of Gummed Labels,  
1000 of which are given with each subscription  
at \$1.00 per year.

These little business-pushers can be used in  
a thousand ways—stick 'em on boxes of cigars,  
cigarettes, matches, packages of  
tobacco, etc., keeping your name  
before the smoking public, adver-  
tising your store and increasing  
your regular trade. We use only  
the best gummed paper, so they  
will not stick together, break or  
curl. They are plainer, handier,  
cleaner and more showy than a  
rubber stamp and may be used in  
many places at the same time; are also used as  
price-marks, and on paper and envelopes, etc.  
We make ONE SIZE ONLY, as shown, and only  
in assorted colors. No variation in size or color  
is possible. Labels forwarded by prepaid mail  
in a handsome box in about 10 days.

#### Quantity and Quality at Lowest Prices.

|                     |        |                |        |
|---------------------|--------|----------------|--------|
| A Year's Subscript. | 1,000  | Gummed Labels, | \$1.00 |
| tion to The         | 3,000  | " "            | 2.00   |
| Smoker's Magazine   | 6,000  | " "            | 3.00   |
| with                | 10,000 | " "            | 4.00   |

**SEND CASH WITH ORDER. STAMPS ACCEPTED.**  
The less reading a label contains the better  
it will look. Write plainly, giving full address  
and order to-day

**The Smoker's Magazine,**  
41 Park Row, New York.

WE REFER TO ALL COMMERCIAL AGENCIES, AND BANKS AND EXPRESS COMPANIES IN NEW YORK.

SEND POSTAL FOR SAMPLE LABELS—THEY'RE FREE.

YOUR NAME ON

**1000 GUMMED  
LABELS FREE**

With a Year's Subscription to

## The Smoker's Magazine \$1

The Only Magazine Issued Solely  
in the Interests of the Retailer  
and His Customers.

Thousands of the most successful retailers  
the country over are already subscribers,  
because the magazine is instructive and valuable  
to them. Those who are not subscribers  
we ask to examine the magazine and note  
what the trade says of it.

We solicit the subscription of every  
intelligent cigarman in the land.

May we not have yours?

Read What Others Say.

"The best publication in the trade,"

L. W. COON, NEW YORK.

"My customers find it interesting  
and prefer it to any other trade  
paper," M. GROSSMAN, NEW YORK.

"It is always full of valuable and  
timely suggestions and I prize it

very highly," C. M. HARDEN, LYNN, MASS.

"It should be in every retailer's hands," ED. KOL-

MAN, CHICAGO, ILL.

"I highly recommend it to the retailers," L. ROB-

ENBAUM, NEW YORK.

"We got stuck on it and consider it a bargain,"

H. C. WILD &  
CO., KANSAS

CITY, MO.

"Your valua-

ble suggestions

on window

dressing dou-

led our sales

last week,"

PETERSON

BROS., BUFF-

FALO, N. Y.

**I. HUSTLE,  
CIGARS  
AND  
TOBACCO,**  
Blissville, Me.

"The best investment I ever made,"

LOUIS SMIES, CRIPPLE CREEK, COL.

"No cigar store com-  
plete without it,  
ideas enough in  
a copy to last a  
month," D. FROW-  
LER, NEW YORK.

And hundreds of others  
from all classes of  
cigarettes.

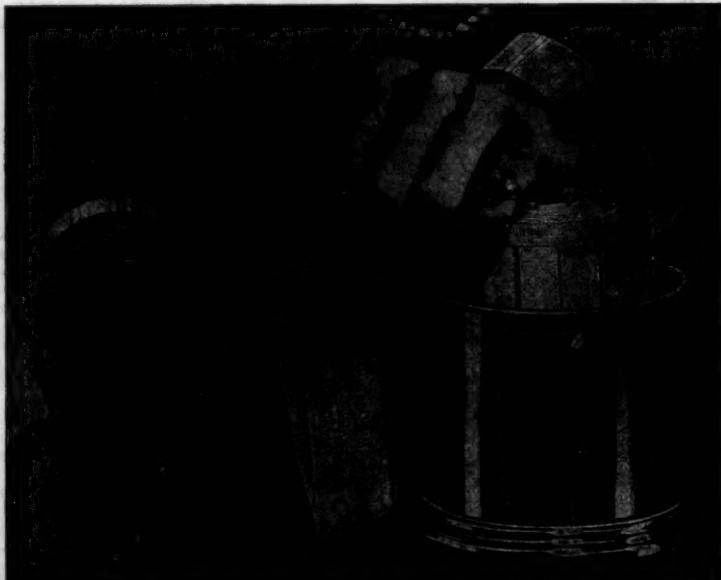
**ANDY SMART'S  
Smoke Shop,**  
17 Prosperity Ave.,

COR. PLEASANT ST.  
DOLLARTOWN, U. S.

## STILL ANOTHER IMPROVEMENT!!!

PARMENTER'S WAX-LINED CIGAR POCKETS CAN  
NOW BE HAD IN ROLLS OF 250.

A FINELY FINISHED BRASS RETAINER FOR  
COUNTER USE F-R-E-E WITH EACH INITIAL  
ORDER OF TEN THOUSAND POCKETS.



Retainer Patented August 12, 1902.

**RACINE PAPER GOODS CO.**

Sole Owners and Manufacturers,  
**RACINE, WISCONSIN, U. S. A.**

Please mention THE SMOKER'S MAGAZINE to advertisers.

